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## **Participation Rules for the 2021 Alibaba.com March Expo – Livestreaming Pavilions (the “Rules”)**

These Rules apply to the “**2021 Alibaba.com March Expo – Livestreaming Pavilions**” promotional event (the “**Promotion**”) on the Alibaba.com International Website ([www.alibaba.com](http://www.alibaba.com)) (“**Alibaba.com Website**”).

**1. Promotion Period:** The Promotion begins at 00:00:00 (PST) on March 1, 2021 until 23:59:59 (PST) on March 31, 2021 (PST).

**2. Registration Period:** The window for Eligible Merchant’s registration is open from 18:00:00 (PST) on January 10, 2021 until 7:59:59 (PST) January 24, 2021.

Each Eligible Merchant may submit its registration application in accordance with the guidance below:

**“My Alibaba” -> Campaigns -> Official Event Registration -> March Expo**

**3. Assessment Period:** All Eligible Merchants’ registration applications will be assessed by Alibaba by 7:59:59 (PST) on January 26, 2021. Those Eligible Merchants who are being selected to participate in the Promotion will be informed by Alibaba in due course during or after the Assessment Period.

### **4. Application**

1. The merchants can choose the time slot of live stream for New Products of Online Trade Show Channel and each merchant can choose at most two slots. (Only one live stream can be conducted at the same time. Please pay attention to the time slot selection when choosing the time slots, no adjustment could be made after submitting the application.

2. The registration of products introduced by live stream should be completed synchronously during the registration of live stream. The products approved will be locked and cannot be deleted when creating the room of live stream.

3. Once the registration of live stream is approved, it should be conducted on time according to the selected time slot; if there is absenteeism, the registration of live stream activities in the next 90 days will not be approved.

### **5. Eligible Merchants:**

(a) You must be: a Global Gold Supplier on the Alibaba.com Website (“**GGG**”) (although excluding Hong Kong and Taiwan regions) with a star rating of at least one star or above as indicated on the Alibaba.com Website on January 5, 2021 (PST) and have activated your GGS membership prior to registration;

(b) The contract end date of your GGS membership shall be later than April 30, 2021. Notwithstanding that, any GGS whose membership will be expiring on or before April 30, 2021 will still be eligible to participate in the Promotion provided however that you have renewed your membership (which includes settling the payment in relation thereto) prior to the submission of the registration application.

(c) You must have more than thirty (30) products posted on your profile on the Alibaba.com Website one day before submitting your registration application.

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(d) Your main business must fall within one of the following business categories on the Alibaba.com Website: Agriculture; Food & Beverage; Apparel; Construction & Real Estate; Home & Garden; Health & Medical ; Gifts & Crafts ; Sports & Entertainment ; Timepieces, Jewelry, Eyewear ; Machinery ; Beauty & Personal Care ; .

(e) The number of penalty points cumulatively incurred by you during the term of your GGS membership shall be less than twenty-four (24) points.

(f) You must not have been penalized more than once for any serious infringement of intellectual property rights.

(g) You must not have been restricted to participate in the Promotion due to any breach of any applicable law and/or regulation, and/or any rules and regulations on the Alibaba.com Website.

(h) You must not have been found liable by Alibaba.com (and/or any of its affiliates) for any violation of any rules and regulations on the Alibaba.com Website, including any trade dispute.

(i) You must have more than 5 overseas cumulative viewers from the livestreaming you presented on Alibaba.com 90 days before your registration.

(j) For the avoidance of doubt, Alibaba.com shall have the absolute discretion in its assessment and selection of the Eligible Merchants to participate in the Promotion and will prioritize those Eligible Merchants who are deemed to be able to provide better products and/or services to buyers on Alibaba.com (some relevant considerations include but is not limited to the suitability of the Eligible Merchants in the context of the Promotion, buyers' demand, integrity of the Eligible Merchants, track record of the Eligible Merchants in performing their obligations and services on the Alibaba.com Website etc.). Unless otherwise determined by Alibaba.com, there shall not be any fee(s) payable by the Eligible Merchant for participating in this Promotion.

All videos and live broadcasts by Eligible Merchants taking part in any of the venues for the Promotion shall not include any of the following categories of products: adult products, e-cigarettes and epidemic prevention materials (except for the personal protective equipment products listed on Alibaba.com Select). Please refer to the link below for the detail product list:  
<https://rule.alibaba.com/rule/detail/11002363.htm?spm=a271m.8038972.1999288231.1.1a546d82kMCKdu>;

<https://rule.alibaba.com/rule/detail/2044.htm?spm=a271m.8038972.0.0.1d956d82TzDKV>

## **6. Product requirements:**

(a) Any participating product can specify one business category per product and if several business categories have been chosen for any one product, the final categorization will be determined by Alibaba.com.

(b) Any participating product and its related information provided by you shall comply with all applicable laws and regulations and must not infringe upon any third party right(s) (including but not limited to intellectual property rights).

(c) All participating products must be within the scope of either one of the following business categories: Agriculture; Food & Beverage; Apparel; Construction & Real Estate; Home & Garden ; Health & Medical ; Gifts & Crafts ; Sports & Entertainment ; Timepieces, Jewelry, Eyewear ; Machinery ; Beauty & Personal Care ; . All such products must have a product quality score of at least 4 points. The quantity of products for one live stream will be up to 200.

(d) New product: any products released after October 12, 2020 will be treated as a new product; the relevant content could be an introduction to the new products of the category, the upstream and downstream activities of the industry, new technologies, new trends, the relevant

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supply chain services or an introduction to the latest developments of your market, please find the detail requirement by categories from the Appendix;

(e) Product delivery: must adhere to the arrangement agreed between the buyer and the Eligible Merchant, and in the event of any breach of the agreed arrangement, a penalty may be applied determined in accordance with the relevant rules on the Alibaba.com Website should the buyer raise a complaint at the time of delivery.

(f) Alibaba.com reserves the right to select products from the pool of Eligible Merchants who applied for the Promotion based on its Promotion strategy, and those Eligible Merchants whose products meet the relevant requirement(s) may have an opportunity to be selected

## **7. Information release and product requirements during the live stream for the Event:**

1. All the information and products promoted or sold during any livestream session for this Event should not violate applicable laws and regulations and shall not violate the [Alibaba.com International Platform's General Provisions](#), [the Enforcement Actions for Displaying Prohibited and Controlled Items](#) and [the Enforcement Actions for Intellectual Property Rights Infringements Claims on the Alibaba.com Website](#).

2. All products and relevant corresponding information must not infringe upon the intellectual property rights of any third party (including the use of any pictures on the relevant products) or is otherwise banned by any of the rules on the Alibaba.com Website;

3. During the livestream session for this Event, the host shall not release the following information:

(a) Harmful information or content, including but not limited to, sensitive information, obscene and/or pornographic content, etc.;

(a) Spam, including but not limited to, publishing false information or content, false event information and/or junk advertisements, etc.;

(c) Other information which Alibaba.com deems inappropriate to be published.

4. Specific Product Requirements for the Event:

(a) Any participating product can stipulate one specific business category per product and if several business categories have been chosen for any one product, the final categorization will be determined by Alibaba.com.

(b) Any participating product and its related information provided by you shall comply with all applicable laws and regulations and must not infringe upon any third party right(s) (including but not limited to intellectual property rights).

(c) All participating products must be within the scope of either one of the business categories in section C.4 above. All such products must have a product quality score of at least 4 points.

(d) Product delivery: must adhere to the arrangement between the buyer and the Eligible Merchant, and in the event of any breach of the agreed arrangement, a penalty may be applied determined in accordance with the relevant rules on the Alibaba.com Website should the buyer raise a complaint at the time of delivery.

(e) Any products that may be deemed as having a negative perception by Alibaba.com will not be allowed to participate in this Event. For example: (i) restricted products include but are not limited to tobacco or tobacco related products, adult products and adult content related products or services or (ii) any suggestion or intention to cause users to feel negatively, including but not limited to, low self-awareness or leading to weight loss. It is not recommended to choose products related to healthcare, fitness or weight loss which are prohibited from being promoted through advertisement to users under 18 years old.

5. The picture of the products used for the Event should adhere to the following specifications: size 640px \* 640px or above, the picture should be square with a white background, containing no watermark, no logo and no border, such product should be displayed in the middle of the

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photo, and account for more than half of the main picture, and the subject matter of the picture should highlight the main body of the product and show the overall appearance and design of the product. Any incomplete image or multi-spliced picture in the main picture is not acceptable ([click to check the specifications of the picture](#)).

#### **8. Code of Conduct in the Livestream for the Event**

1. No illegal promotion, such as the promotion of illicit goods including but not limited to, selling of counterfeit goods, etc.
2. There shall be no behavior that may potentially lead to transaction risks, such as guiding users to conduct offline transactions, publishing products or information on external websites, etc.;
3. Do not break promises;
4. Do not infringe on the rights and interests of others, such as divulging others' information, improperly using others' rights, harassing others, etc.;
5. Do not disrupt the order of the Alibaba.com Website, such as fraud or cheating, providing false information, etc.;
6. No-show is strictly prohibited (i.e. cancellation of any pre-scheduled livestreaming);
7. No violation of any applicable laws and regulations relevant to hosts on the Alibaba.com Website:
8. Do not violate any applicable laws and regulations of other relevant countries and regions and the legal and/or contractual requirements of the Alibaba.com Website.

#### **9. Violation handling**

1. The Eligible Merchants who successfully registered for the Event must fully understand and comply with the relevant rules for this Event as well as the applicable terms and conditions relating to livestreaming on Alibaba.com. If it is discovered that there are violations of any of the relevant requirements in respect of information release, codes of conduct or other violations, Alibaba.com shall, in addition to handling such violations in accordance with the relevant rules on the Alibaba.com Website, Alibaba.com shall have the right to immediately suspend the Eligible Merchant's qualification to participate in the Event and may implement a penalty from the date of the said violation, and the Eligible Merchant will not be permitted to participate in any major promotion or regular promotional activities on the Alibaba.com Website for a period of one year. In the event such violation has resulted in more serious consequences, Alibaba.com will take further action according to the relevant rules on the Alibaba.com Website, including but not limited to, delisting or deleting the Eligible Merchants' products, restricting the Eligible Merchant's use of Alibaba.com's website tools/services and closing down Eligible Merchants' accounts on the Alibaba.com Website.
2. If the livestream session for this Event is hosted by the Eligible Merchant's employees or the Eligible Merchant (and/or its employees) has engaged a third-party service provider, the Eligible Merchant shall procure and ensure that such employees and/or the third party service provider must strictly abide by these Rules, the relevant terms and conditions relating to livestreaming as well as all other relevant rules and regulations on the Alibaba.com Website. If the products promoted and/or sold by the Eligible Merchant's own store or its employees or the third-party service provider of the Eligible Merchant are in violation of any applicable laws and regulations, the terms and conditions relating to livestreaming or the relevant rules and regulations on the Alibaba.com Website, Alibaba.com may take immediate action to cease any act in violation of the foregoing rules. The Eligible Merchant shall be held liable for any act or omission of its employees and any third party service provider engaged by the Eligible Merchant for this Event.
3. If the behavior of the Eligible Merchant is discovered to be in breach of the above rules, Alibaba.com will impose a 3 point deduction for every breach of the relevant rules.
4. During any livestream session, information including but not limited to (a) off-site (Non-Alibaba.com Website) links, off-site mailboxes and off-site QR codes; (b) any personal contact

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details (including but not limited to mobile phone numbers or landline telephone numbers) which may drive viewers to other non-Alibaba.com Website or stores; and (c) any other off-site promotion information or other illegal information as identified by Alibaba.com, is strictly prohibited. If any of the above violations occur, pursuant to the relevant rules on the Alibaba.com Website, the Eligible Merchant's livestream (playback) will be blocked and/or restricted. If such violation results in any further serious consequences, the Eligible Merchant's livestream right will be withdrawn from the Alibaba.com Website.

#### **10. Miscellaneous:**

(a) Any Eligible Merchant which has been accepted to participate in this Promotion must use their best endeavors to respond to any business opportunity by buyers in a timely manner. In the event where it is not convenient to respond using a computer, the Eligible Merchant shall reply through the Alibaba.com seller app to avoid missing any such business opportunity.

(b) Registration for the Promotion does not guarantee your successful participation in the Promotion. Alibaba.com reserves the right and absolute discretion on the final determination, and notification by Alibaba.com shall be final. Any Eligible Merchant who has been accepted to participate in the Promotion may not withdraw their participation in the Promotion, save for any force majeure events or prior written approval received from Alibaba.com. Alibaba.com may cancel or revoke your right to participate in the Promotion or enjoyment of any rights thereof, upon discovery of your violation of these Rules or your dishonest, malicious, fraudulent, unlawful or, in the opinion of Alibaba.com, inappropriate acts in your participation in the Promotion.

(c) The arrangement and listing of the participating Eligible Merchants and their products on the Promotion page of the Alibaba.com Website shall be determined and adjusted by Alibaba.com on a daily basis in accordance with several criteria including business operation requirements, activeness of the participating products, number of orders etc. Alibaba.com shall have the absolute right and discretion to determine the relevant arrangement and listing.

(d) All Eligible Merchants shall comply and continue to comply with all requirements and rules on Alibaba.com commencing from the date of its successful registration till the end of the Promotion. In the event where Alibaba.com is aware of any event of non-compliance by any Eligible Merchant, Alibaba.com shall have the right to cancel and revoke the right of the Eligible Merchant to participate in the Promotion or enjoyment of any rights thereof.

(e) All Eligible Merchants shall fully understand and ensure full compliance with all rules relating to the Promotion. In the event where it is discovered and confirmed that any Eligible Merchant is involved in any act including but not limited to falsifying any information such as product information and company verifying certificate, violating any rules including breach of undertaking, committing fraud etc., apart from taking any enforcement action in accordance with any relevant rules on the Alibaba.com Website, Alibaba.com shall have the right to cancel or revoke the Eligible Merchant's right to participate in the Promotion or enjoyment of any rights thereof, and to enforce additional penalty including but not limited to prohibiting the Eligible Merchant from participating in any seasonal or regular promotions or events (including any industry or market related online promotions) on the Alibaba.com Website for one (1) year from the date of such breach or inappropriate act.

(f) Authorization: Alibaba.com and/or its affiliates shall have the right to use any information related to the Eligible Merchant and their participating products for promotion, marketing and operating purposes (including without limitation the production of banner) without providing additional notice or obtaining separate permission from the Eligible Merchant.

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(g) In the event that the Promotion is ceased or suspended due to any force majeure events including but not limited to serious network attack or system fault, material disasters, intervention by relevant government authorities or material change of circumstances, the Promotion may be terminated prematurely or required adjustments. Alibaba.com and/or its affiliates shall not be liable for any damages or claims that arise out of such events.

(h) Alibaba.com reserves the right to amend these Rules and/or any relevant rules upon notice based on the actual situation during the Promotion. Such amended rules shall take immediate effect upon publishing on the relevant promotional page of the Alibaba.com Website. In the event of disputes, the decision of Alibaba.com shall be final and binding.

(i) All information submitted by any Eligible Merchant on the Alibaba.com Website as of the date of such submission (including but not limited to product image, description, MOQs, price, discount and etc.) shall not be subject to any amendment unless otherwise agreed by Alibaba.com. The Eligible Merchant shall ensure that all such information shall be true, correct, accurate and not misleading.

(j) In case of any discrepancy in the content between the English and other non-English language versions of these Rules, the English version shall prevail.

(k) Governing Law: You agree that this Promotion is governed, interpreted and enforced by the laws of Hong Kong, without regard to its conflict of laws principles. Any and all legal actions, claims or proceedings arising out of, or in connection with the Promotion must be brought in a court of competent jurisdiction in Hong Kong.